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THE USE OF CORPORATE COMMUNICATION EFFORT TO MAINTAIN A GOOD CORPORATE BRAND, BRAND IDENTITY, AND CORPORATE REPUTATION IN RESTAURANT OUTLETS

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ABSTRACT

This study will examine about corporate brand and corporate identity that will success if the company does the branding along with corporate communication effort of the company. This company is a F&B business that has been running in the past few years in several cities and already has four outlets; located at Jakarta, Bali, and Yogyakarta. The first restaurant has been running for three years; began the business with 'degustation' private dining restaurant which is already expanded to casual dining restaurant in late 2015. This company already has brand identity and reputation in Jakarta and wants to maintain the brand identity and reputation in the other outlet of this company in Yogyakarta. The target market of the company is middle up to level A+, because this company wants to maintain regular clients that this company already have in all outlets. Moreover, brand identity of the restaurant is classy, elegant, Spanish authentic restaurant, and has a grade A quality. This study used literature review as a research method. With the tools of corporate communication by Hatch, Schultz, and Larsen (2001); brand identity and reputation of the restaurant in Jakarta will be implemented in Yogyakarta's branch; which is already open for public last July. Given the difference of culture and region with Jakarta, it's seen that some differences may apply to standard and perception to brand identity and reputation in Yogyakarta. Therefore, this research will discuss how to make these four things applicable in Yogyakarta by not reducing information and/or standard in Jakarta, by corporate communication effort.

INTRODUCTION

Jakarta has many various unique places to hang out. According to Kontan (2017), F&B businesses are growing 8,5% this year. There are many companies which operate in F&B businesses in South Jakarta. This company has been running in the past few years in several cities and already have four outlets; located at Jakarta, Bali, and Yogyakarta. The first restaurant runs for three

years and started its business with 'degustation' private dining restaurant which already expanded to casual dining restaurant in late 2015. The target market of this company is from middle up to level A+. Their restaurants already have brand identity and reputation in Jakarta. Moreover, brand identity of the restaurant is classy, elegant, Spanish authentic restaurant, and has a grade A quality. Additionally, this company already has regular

clients in all outlets. In July 2017, the owner decided to open new outlet in Yogyakarta. However, it's seen that between Jakarta and Yogyakarta have many differences in culture and lifestyle and it will apply to standard and perception to their brand identity as well. Thus, they want to maintain their reputation in Yogyakarta with corporate communication effort.

LITERATURE & METHODOLOGY

Corporate Communication

Blauw in van Riel and Fombrun (2007) described corporate communication as

“the integrated approach to all communication produced in organization, directed at all relevant target groups. Each item of communication must convey and emphasise the corporate identity.”

van Riel and Fombrun (2007) defined corporate communication as the set of activities that involved external and internal stakeholders of the company and it affected their starting points with stakeholders. Tools of expression that invented by Hatch, Schultz, and Larsen in van Riel and Fombrun (2007) has four mechanisms; are such as application of visual identity system, use of integrated marketing communications, reliance on coordinating teams, and adoption of a centralized planning system. These mechanisms somehow rely on starting points that will affect the identity, brand, and strategy; that will build reputation of a company. Van Riel in Cornelissen (2008) defined corporate communication as a management's instruments that used all internal and external communication forms that are harmonized as effectively and efficiently as possible. They stated that corporate communication collaborated with brand and communication messages to make brand identity.

Brand Identity

In the previous research, Alnawas and Altarifi (2016) used the brand identity concept to explain brand loyalty. In the research, Keller (2008) explained that brand identity tells the customer what brand provides and stands for. Runyan and Huddleston in Swinney et al., (2012) stated that they defined brand identity as the image of a community and differentiate with another community which has the same business field, although some communities might not

have a positive brand identity or might have no identity at all. Coshall (2000) and Walmsley and Young (1998) in Swinney et al., (2012), they explained that small businesses may collectively create and maintain a brand identity.

Corporate Reputation

Fombrun (1996) stated that reputation would be functioned well by the right measurement of evaluation, whether the brand and corporate communication of a company which addressed to their stakeholders is effective or not. Bromley in Fombrun (2007) described three levels of information processing that affect people's impression of the company are such as primary level that based on personal experience; secondary level that based on what friends and colleagues said about the product; and tertiary level that based on mass media information, including paid advertising and unpaid publicity. A positive and/or negative reputation would affect indirectly to a whole company; to the company's employees and/or products they offered. Van Riel and Fombrun said that a good corporate reputation is like a magnet, it will stick to a company that deserved.

In conducting this research, content analysis and participant observation were used to collect the data. According to Kothari (2004), observation method implied the collection of information by observing without getting attached to the respondents. The information related to what was currently happening without seeing the past and future behavior of the respondents. Literature review is appropriate for this study because the study wants to see if the theories are applicable and proven regarding to the observation. Literature review as a primary data and research method, and participant observation to collect the data. According to Kothari (2004), observation method implied the collection of information by observing without getting attached to the respondents. The information related to what was currently happening without seeing the past and future behavior of the respondents. Literature review is appropriate for this study because the study wants to see if the theories are applicable and proven regarding to the observation.

RESULTS

Referring to the research that has been done by observing this company, it's seen that some of the theories are applicable and not applicable as well. First from corporate communication perspective, Blauw said that corporate communication is the integrated approach to all communication produced in organization, directed at all relevant target groups. In this case, this company has already done this part. The employees are already presented themselves as the part of this company and restaurant by communicating to its external and/or internal stakeholders. Its internal stakeholder is the employees themselves and external stakeholders are clients and media.

More than that, corporate communication is important because it's connected to corporate identity, or in this case, their brand identity. Tools of expression such as application of visual identity system, use of integrated marketing communications, and reliance on coordinating teams are suitable in this company. Its employees already know the visual identity of this company; which are unique, classy, exclusive, and yet elegant. They maintain the brand identity by keep treating their regular clients as exclusive as possible.

This company has already had regular clients in Jakarta's outlets and they always expect to find the same exclusiveness in other outlets this company have. The use of integrated marketing communication of this company has been done by their owner. The owner of this company keeps communicating to their regular clients and audiences about the food and his new inventions via social media network, are such as Facebook and Instagram account of the outlet, or even his own account.

Furthermore, reliance on coordinating teams is proven in this company. Its employees are connected to each other and keep maintaining the good communication so that the tools integrated and they always remember about its brand identity. Second, according to Alnawas and Altarifi (2016), brand identity will affect brand loyalty. In this case, this company has done this part perfectly. This company explains and shows to its regular clients that its brand identity is very different compared to another restaurant by keeping the outlets as exclusive as possible yet so easy to reach. This company always brands

itself as an authentic Spanish restaurant in South Jakarta and it maintains its brand identity.

In this case, this company with its brand identity has been applying well in its outlets, especially in Jakarta. With the SES in Jakarta, the brand identity always sticks to its outlets. Whilst last July, the owner decided to open new outlet in Yogyakarta. The reason why the owner decided to spread the wings was because the management predicted that it would be a success outlet as well in Yogyakarta, considering that its brand identity is a success in Jakarta's outlet; people already knew this company and its prestige in Jakarta.

However, in reality, between Jakarta and Yogyakarta have many differences in culture and lifestyle and it will apply to standard and perception to their brand identity as well. As discussed before, it's sure that brand identity will affect corporate reputation and vice versa. Fombrun (1996) stated that reputation would be functioned well by the right measurement of evaluation, whether the brand and corporate communication of a company which addressed to their stakeholders is effective or not.

As in this case through a three-month observation, audiences and people in Yogyakarta haven't known this company yet. According to the action, it's predicted that the tools of corporate communication itself haven't applied yet, so that the target market of Yogyakarta's outlet haven't known about this brand. Its brand identity, in fact, is already great, but it needs another touch, considering that the target markets of Jakarta and Yogyakarta are not the same. Especially, the culture and lifestyle of two of them are different in many ways. Some of three levels of information processing in Yogyakarta that affect people's impression of the company are not applicable as well as in Jakarta. Primary level that based on personal experience is already applied, it's seen from the owner that has many networks and connections which are already known the brand identity and reputation of this company. They also live in Yogyakarta and travel to Jakarta as well, so they know about the difference between Jakarta and Yogyakarta's condition. Secondary level that based on what friends and colleagues said about the product is already applied as well. It's seen from the grapevines and connection the regular clients have. A positive reputation of this company indeed affects indirectly to a whole company; to

the company's employees and/or products it offered.

CONCLUSION

This study somehow expected to see if the brand identity and reputation of this company are applied in Yogyakarta, because of the differences with Jakarta. In this case, tertiary level that based on mass media information, including paid advertising and unpaid publicity, haven't succeed yet. The reason is because the outlet in Yogyakarta hasn't done anything significant yet to share the information widely to the people in Yogyakarta. Other than that, the owner and management are still looking for their target market, just like whom they already have in Jakarta. Moreover, the corporate communication of this company that should be applied as well in Yogyakarta's outlet hasn't been done yet, considering the culture and lifestyle of the employees as an internal stakeholder itself still need to be understandable. Not only the employees, but also the soon to be its regular clients and local media.

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